

WHAT IS CLAIMED IS:

1 1. A method for creating a multi dimensional report from information
2 in at least one database, said method comprising:
3 receiving a definition of at least one customer profile of a plurality of
4 customer profile groups;
5 receiving from a user input indicating a report configuration selection;
6 creating at least one first dimension table based upon said report
7 configuration selection and said information;
8 creating at least one fact table based upon said report configuration
9 selection and said information; and
10 providing a report comprised of said at least one first dimension table and
11 said at least one fact table.

1 2. The method of claim 1 wherein said report is an customer profile
2 report, said information further comprising business performance measures, said creating
3 at least one first dimension table further comprising:
4 creating a customer profile hierarchy; and said creating at least one fact
5 table further comprising:
6 aggregating said business performance measures according to said
7 customer profile hierarchy.

1 3. The method of claim 1 wherein said report is an operation report,
2 said information further comprising business performance measures, said creating at least
3 one fact table further comprising:
4 aggregating said business performance measures; and
5 filtering said customer profiles.

1 4. The method of claim 1 wherein said report is a customer behavior
2 report, said information further comprising customer records, said creating at least one
3 first dimension table further comprising:
4 creating a customer profiles; and said creating at least one fact table further
5 comprising:
6 aggregating customer records based on said customer profiles.
7

15 providing a report comprised of said at least one first dimension table and
16 said at least one fact table.

1 12. The method of claim 11 wherein said report is an customer profile
2 report, said information further comprising business performance measures, said creating
3 at least one first dimension table further comprising:

4 creating a customer profile hierarchy; and said creating at least one fact
5 table further comprising:

6 aggregating said business performance measures according to said
7 customer profile hierarchy.

1 13. The method of claim 11 wherein said report is an operation report,
2 said information further comprising business performance measures, said creating at least
3 one fact table further comprising:

4 aggregating said business performance measures; and
5 filtering said customer profiles.

1 14. The method of claim 11 wherein said report is a customer behavior
2 report, said information further comprising customer records, said creating at least one
3 first dimension table further comprising:

4 creating a customer profiles; and said creating at least one fact table further
5 comprising:

6 aggregating customer records based on said customer profiles.

1 15. The method of claim 11 wherein said information comprises
2 telecommunications information.

1 16. The method of claim 11 wherein said information comprises
2 financial information.

1 17. The method of claim 11 wherein said information comprises retail
2 marketing information.

1 18. The method of claim 11 wherein said information comprises
2 insurance information.

1 19. The method of claim 11 wherein said information comprises health
2 care information.

1 20. A method of transferring information from a first database, said
2 first database organized according to a first data model, to a second database, said second
3 database organized according to a second data model to serve as the basis of analysis of
4 the data, said method comprising:
5 receiving as input a first data model definition;
6 receiving as input a second data model definition;
7 creating a mapping, said mapping providing a translation for data from
8 said first data model to said second data model;
9 migrating said data from said first database to said second database
10 according to said mapping.

1 21. The method of claim 20 wherein said first data model comprises a
2 star schema.

1 22. The method of claim 20 wherein said second data model comprises
2 an identity centric data organization.

1 23. The method of claim 22 wherein said identity is a customer
2 identity.

1 24. The method of claim 20 wherein said information comprises
2 telecommunications information.

1 25. The method of claim 20 wherein said information comprises
2 financial information.

1 26. The method of claim 20 wherein said information comprises retail
2 marketing information.

1 27. The method of claim 20 wherein said information comprises
2 insurance information.

1 28. The method of claim 20 wherein said information comprises health
2 care information.

1 29. The method of claim 20 wherein said second data model comprises
2 a reverse star schema.

1 30. A method of analyzing information from a database, said database
2 organized according to a first data model, said method comprising:
3 receiving as input a definition of a second data model;
4 creating a mapping from said first data model to said second data model;
5 analyzing said data based upon said second data model and said mapping.

1 31. The method of claim 30 wherein said first data model comprises an
2 identity centric data organization.

1 32. The method of claim 31 wherein said identity is a customer
2 identity.

1 33. The method of claim 30 wherein said information comprises
2 telecommunications information.

1 34. The method of claim 30 wherein said information comprises
2 financial information.

1 35. The method of claim 30 wherein said information comprises retail
2 marketing information.

1 36. The method of claim 30 wherein said information comprises
2 insurance information.

1 37. The method of claim 30 wherein said information comprises health
2 care information.